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CONCEPT OF DISEASE IN ENGLISH INTERNET DISCOURSE

Summary. *The conceptual picture of the world is common to peoples with the same level of knowledge about the world, while language reflects the experience of each nation and reveals not only common knowledge but also the peculiarity of the world view. A concept is a mental formation that is the result of human cognitive activity and contains information about objects of the surrounding reality. The information component of a concept consists of a minimum number of cognitive features that define the most important and distinctive features of an object or phenomenon. The concept structure is represented by three basic components: image, information content, and interpretive field. An image (perceptual and cognitive) is formed by the cognitive features of an object or phenomenon. The definition of a concept as a mental formation is most clearly reflected in Internet communication. The conceptual picture of the world is common to all peoples with the same level of world knowledge, and language reflects the experience of each people, revealing not only common knowledge but also the particularities of the worldview. Concept is a mental form that is the result of human cognitive activities and contains information about surrounding real objects. The information component of a concept consists of a minimum number of cognitive features that define the most important and typical features of an object or phenomenon. Conceptual structure is represented by three basic components: image, information content, and interpretive domain. Images (perception and cognition) are formed from cognitive characteristics of objects or phenomena. The definition of concept as a psychological form is most clearly reflected in Internet communication.*

The concept of DISEASE is a psychological term with a complex structure, including concepts, metaphors and value characteristics, which are partly the same but also different in different languages and cultures. The concept of DISEASE is mainly represented by the three most common nouns in English: disease, disease and disease. The lexical and semantic domain of this concept is divided into three areas: the concept of physical and psychological disorders, the social construction of illness, and the patient's own feelings about the physical or mental disorder.

Key words: *concept, Internet discourse, disease, conceptosphere, core, periphery.*

Introduction. Modern science studies the problem of reflecting the man's objective world and his interaction with it in the form of the ratio of two worlds: Conceptual World Picture and Linguistic World Picture. The Conceptual World Picture includes the Cultural World Picture, which is specific for different nations, and can be defined as a reflection of the real picture through the prism of concepts formed on the basis of human perceptions obtained through the senses that have passed through his consciousness, both collective and individual. A linguistic world view is defined as a general system of language: a set of words, formatives and means of communication between sentences and syntactic constructions. The linguistic world view is interpreted as a set of human ideas about the real world, which is fixed in the system of meanings of a given language, in its lexical and semantic subsystem, in the structure of encyclopaedical and explanatory dictionaries, in countless speech situations, texts of various kinds, types, genres, and finally, in individual communication [1]. The concep-

tual picture of the world, in its turn, is the basis of the linguistic picture, but the conceptual picture of the world is more universal and common to peoples with the same level of knowledge about the world, while the language reflects the experience of each nation and reveals not only common knowledge but also the peculiarity of the world's vision [2].

Concept is one of the basic notions of modern linguistics. Concepts, like ideas, are psychological structures that are the result of human cognitive activities and contain information about surrounding real objects. Concepts and ideas are related as parts and wholes: ideas contain only the most essential characteristics of objects and are the basic level of concepts. The content of the latter includes, in addition to conceptual information, figurative, emotional, evaluative, and culturally and nationally determined information.

The problems of the physiological and psychological state of a modern person occupy a significant place in his or her life; the concept of DISEASE, due

to its growing medical and socio-cultural relevance, is actively reflected in the language consciousness and communicative behaviour, while, however, its linguistic and cultural specificity remains poorly understood.

Materials and method. The term "concept" in modern linguistics is interpreted extremely broadly and ambiguously. The informational content of a concept consists of a minimum number of cognitive features that define the most important and distinctive features of an object or phenomenon. The interpretive field includes cognitive features that interpret the information content of the concept. A distinctive feature of the interpretive field is the presence of cognitive symptoms that contradict each other. The concept structure can be described only when its content is defined and described, i.e. when the cognitive features of the concept are available. In linguistics, a concept, unlike a word, has a more complex structure. The content concept is divided into its linguistic meaning and cultural sense, which is why it is often referred to as a unit of knowledge, an abstract idea or a mental symbol. There is a common idea among researchers that a modern language cannot be considered independently of the direct language speaker. The leading direction of modern anthropocentric linguistics development is the cognitive approach, so it is extremely important to clearly define the term "concept" – the main one for this branch of linguistics. As mentioned above, "concept" does not have a universal definition in linguistics, despite the fact that many linguists have been and are still studying it.

The theoretical and practical issues of the concept in modern linguistics have been considered by O. Babushkin, O. Kubriakova, S. Askoldov, D. Likhachev, S. Zhabotinskaya, M. Boldirev, Z. Popova, J. Sternin, S. Vorkachev, O. Selivanova and other scholars.

Each concept is an expression of the content of a particular concept. It is also defined as a traditionally expressed linguistic idea. A social, cultural concept is a product of a particular society and its unique culture. The concept is a universal, global unit of the mental level, a quantum of a clearly and consistently structured system of human knowledge about the material and spiritual worlds; the means of expression and performing an evaluative function closely related to the mind, memory, culture and psyche, concepts are not only assumed, they are felt. A concept is also a discrete unit of collective consciousness that is stored in the national memory of a native speaker in a dictionary form.

The term "concept" is used by representatives of various linguistic disciplines. As a result, there is still no single, generally accepted definition. This is a clear indication of the richness of the concept features and properties, explained by the large number of ways of its possible theoretical definition and justification. There is a need to summarize the main approaches to this term definition, and to build a specific definition on the basis of many disparate definitions.

A concept is a multidimensional mental construct that reflects the process of cognition of the world, the results of human activity, experience and knowledge about the world, and stores information about it. A concept is the result of human cognition. Barry Smith divides concepts into abstract and concrete, simple and composite, real and fictional [3].

A concept is a fundamental unit of knowledge, a central notion in categorization and conceptualization, a mental representation that is potentially the semantic pole of linguistic expression. Concepts that perform the latter function are identified as lexical concepts. Vivian Evans believes that concepts are located in the conceptual system and are rethought by a person from early childhood through the process of cognitive and semantic analysis [4].

Tetiana Radzievska notes that conceptualization in a language is fixed by units representing time, space, human labour activity, ethical and mental spheres, etc., and highlights the concept role in language activity as a linguistic and mental formation that determines certain models of linguistic behaviour [5].

Anatolii Prykhodko considers the concept structure as an interaction of three components: conceptual, figurative and value. The conceptual component has a verbal form, which is recorded in lexicographical sources, includes the main primary features and is considered to be the main and obligatory one, with the help of which the concept and its place in the system of concepts are defined. The figurative is non-verbal and can only be described or interpreted. The value component is important because through it the national, ethnospecific and mental features of the concept are reproduced. It is this component that makes it possible to identify the cultural and value dominants of a particular culture, which is the most important in language [6].

According to Iryna Shevchenko, the conceptual, figurative and value components are closely interconnected, and the structure of a linguistic and cultural concept is dynamic [7].

Olena Selivanova defines a concept as an informational structure of consciousness, a multi-subjective, organised unit of memory that contains a set of knowledge about the object of cognition, verbal and non-verbal, acquired through the interaction of the five mental functions of consciousness and the uncon-

scious. The concept core is a notion fixed in the form of propositional structures and denoted by a certain nominal unit. Concepts arise in the course of cognitive activity, reflect and generalize human experience and the reality internalized by the consciousness, bringing information into certain categories and classes developed by society. The word is a means of access to conceptual knowledge, but it can represent different concepts, so language is a rather compact means of conceptualization [8, p. 256].

Anatolii Zahnitko emphasizes the universality of the concept and language as the main means of its material expression and realization: "A concept is a global unit of mental activity, it is a quantum of structured knowledge. Concepts are mostly inherent in universalism, their expression cannot be limited to language alone, but the latter is one of the most powerful means of concept manifesting in particular and the conceptosphere in general" [9, p. 12].

Folk and national culture determines the deep, expressive meaning of concepts; the word is a means of their verbalisation and objectification. The specific linguistic means (lexemes, phrases, expressions) leads to the concept emergence in the human mind. At the same time, personal and cultural-historical experience significantly extend the boundaries of concept formation and perception. If the culture of the native speakers, expands and diversifies, then, as a result, the structure of a particular concept also becomes more complex, clearer and more pronounced. The linguo-culturalist view is based on the accumulative function of language, which is the means by which folk experience is directly preserved and transmitted from generation to generation.

Thus, today there is a large number of definitions of the term "concept". Each of the three linguistic approaches (cognitive, linguistic and cultural, and psycholinguistic) qualifies it differently. At the same time, among all the definitions, certain common features can be distinguished, forming a separate, generalized definition on their basis: a concept is a universal, global unit of the mental level, a quantum of a clearly and consistently structured system of human knowledge about the material and spiritual worlds that surround it; the means of expression and explanation of which is language; performing an evaluative function, it is closely related to the mind, memory, culture and psyche.

An important feature of concepts is their focus on the people's values. Value as a specific social definition of objects and reality phenomena in terms of their significance, positive or negative meaning for a person and society is an important element of any linguistic and cultural concept. In language, the nominal density of a word group denoting a phenomenon or object becomes a marker of its value. Values are based on meanings as a definition of the significance of a phenomenon in human life.

To sum up, the analysis of theoretical sources shows that the approaches to the notion interpretation of the "concept" and "conceptosphere" approved in linguistics enables to consider the regularities and peculiarities of the correlation between language, consciousness and culture from new perspectives, and, therefore, open up new aspects of the interaction between cognitive linguistics, linguistic and cultural studies, psychology, cultural studies, and philosophy. It also makes it possible to expand the scope of meaningful analysis of linguistic phenomena, which adds much greater depth and efficiency to semantic research.

Results and discussion. The aim of the article is to determine the linguistic components of the concept of DISEASE in the modern English-language Internet discourse. The concept structure is represented by three basic components: image, information content and interpretive field. The image (perceptual and cognitive) is formed by the cognitive features of an object or phenomenon, either as a result of the reality reflection by the senses or the reality comprehension through a metaphor. The information content consists of the most essential cognitive features that determine the characteristics of the subject. The information field does not include the concept evaluative features, which are the domain of interpretation. Interpretive content is formed on the basis of rethinking the main content of the concept and is reflected by cognitive features of evaluation and interpretation. The information field is heterogeneous and all cognitive features that structure it are divided into several basic zones: encyclopaedical (cognitive features arising from experience or training), utilitarian (cognitive features revealing a utilitarian attitude to the denotation), regulatory (cognitive features regulating human behaviour), general evaluative (cognitive features of the concept's evaluation), socio-cultural (cognitive features of the concept reflecting its connection to the cultural environment of the people), paremic (cognitive features of the concept fixed in proverbs and sayings), etc.

The research material includes textual fragments of English-language Internet discourse, namely, Twitter posts, Facebook articles, and Instagram hashtags, among which 200 lexemes that are part of the conceptual sphere of DISEASE were selected by the method of cross-sectional sampling. The narrow corpus of the

study included 65 of the most frequently used lexical items (occurring 3 or more times). The following methods were used in the article: general scientific methods: inductive, deductive, introspective; scientific methods: definition analysis, contextual analysis, continuous sampling method and quantitative counting method.

Informatization is the most important factor in the development of modern society, which affects communication at various levels, leading to the infosphere development, whose main goal is to make information available to different categories of users at any time and in any place. Thus, the dominant goals and values in modern society are driven by the need for informatization. The information society is distinguished not only and not so much by the expanding possibilities of accumulating and processing information as by new forms of communication and their flow through a special social space [10; 11].

The specific environment of virtual discourse leaves an imprint on the language of Internet communication, and therefore the special character of virtual discourse is manifested in its linguistic embodiment. Virtual discourse integrates some features of oral and written discourse. Within virtual discourse, there are genres that tend to be either oral or written texts. For example, a chat room is close to spoken language, and an online conference is close to a written text.

However, despite the tendency to gravitate towards one type of discourse (written or spoken), almost all genres functioning on the Internet occupy an intermediate position between the spoken and the written. Thus, the emergence of a new discursive space allows us to talk about the emergence of a new form of language interaction.

Unlike oral communication, communication on the Internet, as well as communication via SMS, is characterised by the absence of linguistic means, which in some cases is replaced by the use of graphic components (emoticons, diagrams, photographs, drawings, punctuation, inclusion of uppercase keys, etc.) that reflect the emotional state of the communicators. However, such use of these means is not intended for its intended purpose, does not always fully reflect the nature of linguistic means and is conditional. Unlike telephone communication, Internet communication is represented by a wider range of graphic components.

At the moment, we can already talk about the formation of a special disciplinary paradigm called "Internet Linguistics". This field, which emerged in the mid-1990s in the West, is now developing quite rapidly and dynamically. The research object of Internet linguistics is electronic communication, which is understood as communicative interaction in the global computer network Internet, and the subject of research is linguistically relevant features of electronic communication at different language levels: morphological, lexical, syntactic, textual (at the level of a text or a set of texts), communicative (at the level of a communicative strategy), etc. [12].

In foreign linguistics, the study of the virtual communication peculiarities began in the eighties of the last century and is associated with the names of Susan Barnes, Naima Baron, and Susan Herring.

The definition of the concept as a mental formation is most clearly reflected in Internet communication. The concept of DISEASE is a complexly structured mental concept that includes conceptual, figurative and value features that partially coincide and differ in different linguistic cultures. The complex of features that make up everyday knowledge is formed as a result of comprehending the reality surrounding a person and influences him or her in various ways. As a result of this influence, which in most cases is either positive or negative, the concepts also acquire a certain opposition.

The concept of DISEASE in English is mainly represented by the three most commonly used nouns: disease, illness and sickness.

It should be noted that these three nouns are not equivalent. A person can have a serious disease and not feel sick, for example, with latent hypertension, or feel seriously ill without having a physical disease, for example, with advanced depression or schizophrenia. Thus, the concepts of organic disease and illness as a feeling of suffering ("disease" from the point of view of medicine and "illness" from the point of view of the patient) are separated. Western linguists have not yet come to a consensus on this issue, despite the fact that these nouns are the most commonly used in medical and paramedical discourses, other representatives of the concept are found in English-language Internet discourse. For example, the verb "ail", the noun "malady", the adjectives "sick", "ill", the lexeme "doctor".

The comparative analysis of these lexemes within the lexical and semantic field of DISEASE in the modern English-language Internet discourse has shown that they have a common semantic feature – "health problems, physiological or mental disorder". However, the study found that the lexical and semantic field of this concept falls into three areas: the concept of physiological and psychological ill-health, the social construct of illness, and the patient's own sense of physical or mental ill-health. The correct use of lexical items in the context of Internet discourse in English is extremely important for the correct under-

standing of authentic texts, as well as for the translation of information.

The broadest dictionary meaning is disease, but the narrowest meaning is sickness. The lexeme illness can be defined as the most frequently used one.

Among the symptoms mentioned in the English-language Internet discourse, the most common are fever, cough, headache and sore throat. This can be explained by the fact that, firstly, these symptoms can accompany a large number of diseases, and, secondly, these symptoms can be easily identified by a person.

As for the methods of treatment, the most commonly mentioned in the online discourse are pain relievers, antibiotics, injections and respirators. Painkillers can usually be purchased at any pharmacy without a prescription, so many people take them as a means of self-medication. Antibiotics are the most common group of prescription drugs, and injections are often used during inpatient treatment. The presence of respirators in this group can be explained by their regular use during the spread of coronavirus disease.

Thus, it can be noted that the most characteristic and conceptually labelled lexical items included in the conceptual sphere of DISEASE in the English-language Internet discourse are the following:

Disease, Illness, Sickness, Fever, Cough, Headache, Sore throat, Pain-relievers, Antibiotics, Injections, Respirators. The first three are the core of the concept, the rest belong to the periphery.

Conclusions. It should be noted that attitudes toward disease have both universal characteristics due to the universality of the natural cycle of human life (birth, illness, and death), and specific characteristics in different cultures due to unique beliefs and cultural-historical concepts. For example, according to the value system of Western culture, the concept of disease involves a pragmatic attitude, that is, a rational attitude towards one's own health, which is characterized by the absence of mythical elements.

The study found that the lexical and semantic domain of this concept is divided into three areas: the concept of physical and mental illness, the social construction of illness, and the patient's feelings about physical or mental illness. The correct use of lexical elements in English online discourse is extremely important for the correct understanding of real texts and the translation of information. The broadest meaning in the dictionary is "disease" and the narrowest meaning is "disease". Lexema disease can be defined as the most common disease.

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Оренчак О. О. Концепт ХВОРОБА в англомовному Інтернет-дискурсі

Концептуальна картина світогляду є спільною для людей з однаковим світоглядним рівнем, а мова відображає досвід кожного, виявляючи не лише загальновідомість, але й унікальність світогляду. Концепти – це ментальні форми, які є результатом пізнавальної діяльності людини і містять інформацію про навколишні реальні об'єкти. Інформаційний зміст концепту складається з мінімальної кількості пізнавальних ознак, спрямованих на виявлення найбільш важливих і характерних ознак

предмета чи явища. Структура концепту представлена трьома основними елементами: зображенням, інформаційним змістом і інтерпретаційним полем. Образи (сприйняття і пізнання) формуються з когнітивних характеристик предметів або явищ. Визначення концепту як психологічної форми найбільш яскраво відображається в мережевому спілкуванні. Поняття хвороби – це психологічне поняття зі складною структурою, що включає частково узгоджені та різні поняття, метафори та ціннісні символи в різних мовах і культурах. Концепт ХВОРОБА в англійській мові в основному репрезентований трьома найбільш часто вживаними іменниками – disease, illness i sickness. Лексико-семантичне поле цього концепту поділяється на три сфери: концепт фізичного та психологічного дискомфорту, соціальна конструкція хвороби та власне відчуття фізичного чи психічного дискомфорту пацієнтом. Порівняльний аналіз цих лексем у межах лексико-семантичного поля ХВОРОБА в сучасному англомовному інтернет-дискурсі показав, що вони мають спільну семантичну ознаку – «проблеми зі здоров'ям, фізіологічний або психічний розлад». Правильне вживання лексичних одиниць у контексті англомовного інтернет-дискурсу є надзвичайно важливим для правильного розуміння автентичних текстів, а також для перекладу інформації. Слід зазначити, що ставлення до хвороби має як універсальні характеристики, зумовлені універсальністю природного циклу людського життя (народження, хвороба, смерть), так і специфічні особливості в різних культурах, зумовлені унікальними віруваннями та культурно-історичними уявленнями.

Ключові слова: *концепт, Інтернет-дискурс, хвороба, концептосфера, ядро, периферія.*